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cc. Mark Wakefield
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PHILIP MORRIS ASIA INCORPORATED

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To: Mr. Peter Wang

Date: September 26, 1988

From: J.H. Jilla

Fax No.: TX/52/9/26

Subject: New Alpine Production

Last Friday Alpine work was presented to WHN and D&D together with some ideas on marketing the brand beyond October 31, when the "Bonus Pack Offer" expires.

One of the ideas we presented was the substitution of "Jet Fresh from U.S.A" on the teartape to replace the current teartape message of "Bonus Pack Offer".

There are 3 suggested colour options for the teartape,

1. Clear tape with "Jet Fresh from U.S.A" in green letters as with the "Bonus Pack Offer".

2. Silver teartape with "Jet Fresh from U.S.A" in reverse white lettering on the silver teartape.

3. 'Alpine Green' teartape with "Jet Fresh from U.S.A" in reverse white lettering on the green teartape.

Could you please initiate special teartape material order ASAP.

We have ordered 15.0 mm in non-bonus pack stock to arrive as follows :

Lot 1	3.0 mm	by October 25
Lot 2	6.0 mm	by November 2
Lot 3	6.0 mm	by November 9

I know that this is very short notice but we would benefit greatly from being able to receive the "Jet Fresh" teartape product soonest i.e. say with effect from Lot 2 eta November 2.

Will call you tonight to discuss further.

Best regards

Jilla

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Source: https://www.industrydocuments.ucsf.edu/docs/xrbk0004